2/19/71

Dear Paul,

Thanks for your notes in answer to my questions. The percentage of informants doesn't surprise me, from my own earlier experiences investigating more than 30 years ago.

On my book: as soon as I get copies, I'll send you one, thanks. It will probably be several weeks yet. When last I heard they had not yet been bound, but the printing had been completed.

On your book, much has changed since we discussed this. I presume it is the book we discussed. While everything I then said is still correct and applicable, there is another possibility, an inside one where the returns may well be the greatest, I want to consult for you before saying much more. I phoned him and he is not as his desk. Which may be best, for reasons I'll explain.

Increasingly it is becoming the case with a book that has real poetntial, and the subjectmatter has, that the subsidiary rights are greater than what is returned by the initial hardback rights. So, I have a friend I didn't have when we discussed this, who is a vice-president of one of the three largest reprint publishers. Right now they have a book that is the best-selling work of non-fiction of all time. I think that your interest might best be served if I can get him to read it before you do anything else for a number of reasons. One is that for commercial acceptability, it may require rewriting. Another is that he may know the best agent to approach to handle it today. A great agent three years ago could be a has-been today. Another is to get a professional, inside estimate of the potential and potential value of subsidiary rights, which is one way of checking on the agent. There is much in the manner of presentation of a book that determines its return to the author, its success, it adaptability, for example, to movies, where the yield can be quite large (and here also I have a friend who can be trusted and who represents those who put up t e money for making movies, having produced them himself in the past).

I have a call in to the publishing friend. This is the morning of their executives' meeting, and I'd rather speak to him so that he can sound out the guy who really makes the decisions privately, quietly. When you are opposed to much money and influence, it is sometimes not best to attract their active opposition before it is absolutely necessary. Of course, all of this is if you are talking about the same book we once discussed.

These conferences can last a long time. I left word for him to return my call. If this doesn't last all day, I'll hear from him. It can last the entire day, for they are making their basic decisions, with much $$$ involved. If he doesn't call back, I'll try him again Monday. Tuesday I have to go to Memphis, and I'll be there the rest of the week. So, if I hear anything today, I'll enclose another note. If you don't hear anything further in a couple of weeks, it is possible that with all I'm into and tired as I am, I might foget it. If I do, job me and I'll get right to it.

If, while I am in Memphis, I should want to consult a dependable local source, have you one you can recommend? I'll be at the Albert Pick beginning about suppertime Tuesday, probably out all day most days, and in court Friday morning.

By the way, who is DPS? Did you mean DCS, which I could understand?

Best regards,

later 2/19/71

Dear Paul,

I did hear from my friend in time to get this into today's mail when I go into town this evening. I gave him in only the most general terms an indea of what I think the book is and can be , of your credentials (including the fact that you are not a professional writer but can be depended upon for fact and as being uniquely in a position to know), and we discussed some of the other questions I mentioned this morning when I wrote on getting the mail.

He will read the book. This, in itself, is something that only the most prominent agents might be able to arrange. The important thing is having it read and then by someone more than a 23-year-old literature graduate or somebody's secretary. If he thinks they can do it, which is not the same as saying they will, he will then get it to the right person for that subject. They have a large staff, each topped by specialists in certain kinds of writing.

I'm hurrying too much. I should say that the company is Bantam. They have a hardback affiliate but do not always use it, placing books that come to them first in other houses that they think, with any particular subject or kind of book, can do a better job. My friend is Walter Glanze. The address is Walter Glanze (you don't have to put v.p on the envelope), Bantam Books, 666 Fifth Ave., New York 10019. If you decide to send it to him, use "Special Fourth Class Rate, Educational Materials", which is 12¢ for the 1st lb, 6¢ for each additional, "Special Handling", 25¢, carries it like first class, and for a nominal sum you can insure it for up to the cost of retyping of zeroxing in case the thing gets lost or damaged. I do recomment insuring.

I raised the question of an agent, and he said that the unknown author has little chance of getting a top agent, those not the top are often ineffectual, and he suggested that I offer to act as you agent. I raised the questions of those things a good agent does that I cannot and he pointed out that if this is a book on which he can arrange both hardback and reprint (as, if they were to place it for original hardback publication), these things would be automatically taken care of by them, not the agent, and with the usual contract providing a percentage split, they have every incentive to get the highest they can. There are other aspects of this that had better await sometime when we can talk.

Because of the possibility of a rewrite, meaning a collaborator, this kind of an approach may be better for you because those who have the knowhow to squeeze the last penny out of a property would know who to get. And here, too, the practises of the business are pretty well set. It would be very important to get a pro who knows all the little tricks that make not only for literary success but what is most appealing in the subsidiary rights, which can be considerable, with a hot thing and the right approach,

This is an honest man and they run their business in a businesslike way. For example, he is excited about my book. In the absence of the President, to whom it was sent by my publisher, it was given to him to read. He did, and was in touch with me. He then raised the question two weeks ago today, saying no more than that he liked it, and it was given to the man into whose area it falls.

There are other advantages of this kind of an approach. For example, I have ways of introducing the book to two of the better-known conservative publishers. This would present serious problems to you, as it would also were it to be presented on a political basis to a "liberal" house. I strongly encourage avoiding all political approaches. And I do think that with the kind of people imvolved and the amount of interest that can

exist spontaneously, a cool, sympathetic in ways, down the middle approach, not at all like the passion of my own writing, would be best. At least, from what I know.

There are different possibilities on movie interest. This usually goes with the original, that is, hardback rights. But if you have an extra copy, I can ask my old friend in that business to read it. If he likes it, for example, an expression of such interest to a prospective publisher could mean much. If he doesn't like, no publisher would know. If you can afford it and the first carbon isn't clear, you ought to xerox it before sending. Then, should you need another clear copy, you can make it from the xerox and still have the xerox for added copies.

Title can be the difference between success and failure (and here I'm pretty good). We can talk about that later.

If there is anything else you want of me, ask. I leave the question of my represetning your literary interests up to you. It has advantages and disadvantages. I can do some things many if not most agents can't with this subject, and there are things the good ones can do I can't. These arrangemetns also are pretty stadnardized, except for crooks like Larry Schiller and some of your local boys, who took more than half from Jack Ruby and more than a third from Marina. But here I think you'll know better after Walter sees what you have.

By the way, Walter's people <u>made</u> "Citizen Kane". Sound interesting?

Good luck!

Sincerely,